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*DewKist* PLANTS  
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★ JUL 12 1960 ★  
U. S. Department of Agriculture

*John's* INC.  
APOPKA  
FLORIDA

JULY 1960 WHOLESALE PRICE LIST

All Prices F.O.B. Apopka, Fla.  
(10% DISCOUNT on orders of \$300 or more)

F

## FANCY LEAVED CALADIUM BULBS

**NAMED VARIETIES** — Please order by NAME - DIAMETER - PRICE.

**CANDIDUM** — Snow-white with dark green ribs and border.

**TRIOMPHE DE L'EXPOSITION** — Velvety red center shading to narrow green border.

**MIXED VARIETIES:** Item No. 62 —  
Whites Separated from the Reds.  
When ordering, please specify the bulb  
diameter and the price.


| PRICE EACH          |                      |                      |
|---------------------|----------------------|----------------------|
| Size by<br>Diameter | "Mixed"<br>Varieties | "Named"<br>Varieties |
| 1 inch              | 8c                   | 10c                  |
| 1-1½ inch           | 10c                  | 12c                  |
| 1½-2 inch           | 12c                  | 15c                  |
| 2-2½ inch           | 15c                  | 20c                  |
| 2½-3 inch           | 20c                  | 23c                  |

10% discount  
in 1000 lots.

A FULL COLOR COUNTER SHEET  
IS SENT WITH EACH ORDER

Lush green Foliage Plants enjoy  
Steady Sales all Summer long!

From this wide selection,  
you'll find the right plants  
for your dish gardens, planters  
and individual pot subjects.

All are guaranteed to arrive  
in good condition. 

Use enclosed ORDER FORMS.

## SELL COLOR

that lasts all summer!

## CALADIUM PLANTS

Item #63 in 3" Plastic Pots.

30¢ ea.

2 or 3 colorful varieties  
in each box of 50 plants.

Plus 25 FREE "Growing Instruction"  
sheets for your customers.



Recommended for Express  
shipments to only the  
Southern states and the  
East Coast up to Long Island.


**Free** SALES AIDS

(Point-of-purchase  
material sent upon  
request.)






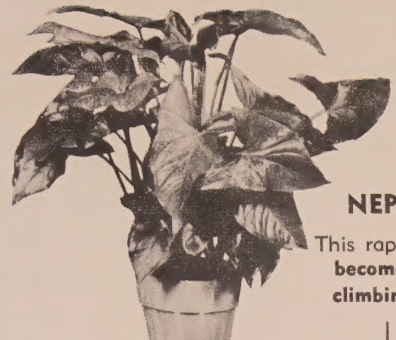





**IVY**  
**GRAPE**  
(Rhombifolia)  
Fast growing climber.  
Heavily veined hairy lvs.  
Likes shade.  
613 3" 30¢




**HÄHN'S**  
Assorted small leaf varieties. Self branching, climbing or trailing.  
507 2½" 20¢  
573 3" 30¢  
467 4" tub 55¢




**NEPHTHÝTIS**  
This rapid growing plant becomes an interesting climbing or trailing vine.  
**LIBERICA**  
Green leaves  
500 2½" 20¢  
501 3" 30¢  
502 4" tub 55¢




**VARIEGATED**  
Colorful crinkled leaves  
200 2½" 20¢  
203 3" 30¢  
420 4" tub 55¢




**PEPERÓMIA**  
Erect compact growth  
Many waxy leaves.  
**OBTUSIFOLIA**  
Dark green  
510 2½" 20¢  
511 3" 30¢  
514 4" tub 55¢




**VARIEGATED**  
More white than green  
518 2½" 20¢




**PÓTHOS**  
You'll love this vigorous colorful plant. It wants to climb or run and does both rapidly.  
**AUREUS**  
Golden variegation  
530 2½" 20¢  
531 3" 30¢  
453 4" tub 55¢




**MARBLE QUEEN**  
Snowy white variegation  
P302 2½" 20¢  
P303 3" 30¢  
P304 4" tub 55¢




**PHILODÉNDRON CORDÁTUM**  
Best known of all indoor plants because it can be used in any location  
52 2" 11¢  
520 2½" 20¢  
521 3" 30¢  
452 4" tub 55¢  
W.W. 522 { 10 to a bundle \$7. per 100 \$55. per 1000




**DRACAÉNA**  
**WARNECKII**  
Exotic palm like growth to 15' tall. Very hardy.  
32 4" tub 55¢




**SANDERIÁNA**  
Lots of white — Pretty from all sides  
34 2½" 20¢  
340 3" 30¢  
344 4" tub 55¢




**GODSEFFIANA**  
Shiny dark green leaves with white dots  
33 2½" 20¢  
330 3" 30¢  
433 4" tub 55¢



**CHINESE EVERGREEN**  
Erect cane plant. Likes shade — in water or soil. In use for centuries.  
**A. SIMPLEX**  
64 2½" 20¢  
640 3" 30¢  
W.W. 84 1 plant 25¢




**VARIEGATED**  
643 3" 30¢




**SANSEVIÉRIAS**  
Very hardy hemp plants — Stiff, shiny erect leaves. Likes sun or shade, require little care.  
**S. ZEYLAÍNICA**  
Silvery green variety  
551 2½" 20¢  
55 3" 30¢  
554 4" tub 55¢  
W.W. 5 3-4 leaves 9¢  
4 Bulk \$35. per 500




**S. HÄHNII**  
Patented Rosette  
401 2½" 20¢  
403 3" 30¢  
404 4" tub 55¢




**S. LAURENTII**  
Gold-Banded variety  
831 2½" 20¢  
81 3" 30¢  
834 4" tub 55¢  
W.W. 8 2 lvs. 12¢  
W.W. 82 3-5 lvs 16¢  
W.W. 83 Rosette 15¢




**PODOCÁRPUS**  
Japanese Shrubs. Branches when cut Likes light.  
**NAGI**  
Light green, hard, shiny, curved leaves  
323 3" 30¢




**MAKI**  
Dark green lvs. in star-like growth  
313 3" 30¢




**DIEFFENBÁCHIA**  
Showy, large lvs. cane plants. Fast erect growth.  
**PÍCTA**  
The green lv. variety  
350 3" 50¢  
351 4" 80¢



**ROEHRSI**  
The white lv. variety  
360 3" 50¢  
364 4" 80¢




**PLANT COMBINATIONS**  
Varieties of top quality plants growing together in the same pot.  
**3 PLANT**  
89 3" 30¢



**4 PLANT**  
489 4" tub 55¢


**DewKist® PLANTS**  
ALL PLANTS IN PLASTIC POTS  
THESE PICTURES SHOW THE PLANTS IN THE LARGEST POT SIZE OFFERED  
**John's**  
Apopka, Florida



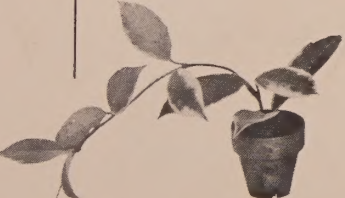
**CRÁSSULA**  
(Aborescens)  
"The Jade Plant"  
Small, bushy, well shaped succulent.  
732 2½" 20¢




**MARÁNTA KERCHOVÉANA** "Prayer Plant"  
The leaves on this colorful plant fold up at night. Leaves are light green with dark green spots. Fast growing.  
113 3" 30¢  
413 4" tub 55¢




**SEERSUCKER PLANT**  
(Geogenanthus)  
Low spreading growth. Bronze and Green corrugated leaves.  
38 2½" 30¢



**HOYÁ**  
(Vining "Wax Plant")  
Waxy green and white leaves. Produces small white and pink flowers.  
76 2½" 30¢



**ALUMINUM PLANT**  
(Pilea Cadierei)  
Light green quilted leaves with silver on raised part. Very hardy — Fast growing.  
193 3" 30¢  
194 4" tub 55¢




**ARÁLIA**  
**BALFOURIÁNA**  
Leathery green  
Circular leaves fringed in white  
720 3" 30¢



**BOSTON COMPACTA FERN**  
"Old Time favorite" — erect, compact growth  
213 3" 30¢  
214 4" tub 55¢



**PHILODENDRON PANDURIFÓRME**  
Climber from Brazil  
Interesting leathery texture (dull olive green)  
44 3" 60¢  
445 4" 80¢



**NEÁNTHE BELLA PALM**  
A real miniature palm tree. Very hardy — likes shade.  
59 2" 11¢  
590 2½" 20¢  
593 3" 30¢  
594 4" tub 55¢



**SCHEFFLÉRA**  
(Umbrella Tree)  
Fast growing, glossy leaved, indoor or patio show plant. Gets big in tubs.  
86 3" 30¢



# Assortment No. 56

## Dish Garden Plants

in 2" Plastic Pots

- ☆ Philodendron Cordátum
- ☆ Golden Póthos
- ☆ Variegated Nephthýtis
- ☆ Neánthe Bella Palm
- ☆ Peperómia Obtusfolia
- ☆ Crássula
- ☆ Háhnii Sanseviéria
- ☆ Agaves
- ☆ Nephthýtis (Green)
- ☆ Zeyláica Sanseviéria
- ☆ Ivy
- ☆ Lauréntii Sanseviéria
- ☆ Seríssa
- ☆ Aluminum Plant

- ☆ from the 14 hardy varieties listed — we select an assortment of 5 or 6 highly individualistic varieties that do well together.

Each plant is growing and shipped in a 2" plastic pot — ready to use in dish gardens and small planters.

Just Order Assortment No. 56 and quantity.

PRICE { Minimum Assortment is 80 plants at 11¢ each.  
Quantity Assortment of 500 or more at 10¢ each.

## Large Leaf Philodendrons

### ASSORTMENT

### No. 101

25 plants for \$15.  
(each in a 3" plastic pot.)

- 5 Pertusum
- 5 Hastatum
- 5 Johnsii
- 5 Dubium
- 5 Floridii



**PHILODÉNDRON FLORIDII**

Distinctly different — This lowly-spreading beauty has unusual leaves and fuzzy stems.

3" container, 4-6 leaves  
10-14" tall

39 3" 60¢



**PHILODÉNDRON HASTATUM**

The glossiest, greenest leaf of all. Moderate growth, wants to vine up.

4" container, 3-5 leaves  
10-18" tall

3" size slightly smaller

27 3" 60¢

47 4" 80¢



**PHILODÉNDRON DUBIUM**

The "wild-acting" member. Rapid, dubious growth with decided climbing qualities.

4" container, 3-5 leaves  
10-18" tall

3" size slightly smaller

28 3" 60¢

48 4" 80¢



**PHILODÉNDRON "JOHNSII"**

Selloum  
The new large "Erect Growing" Philodendron that keeps its symmetrical shape. New leaves grow from the center. Splendid display.

4" container, 5-7 leaves  
12-20" tall

3" size slightly smaller

45 3" 60¢

451 4" 80¢



**PHILODÉNDRON PERTUSUM**

The "cut-leaf" Philodendron. Eager, vining, growth best displayed on "totem pole."

4" container, 3-5 leaves  
16-24" tall

3" size slightly smaller

37 3" 60¢

46 4" 80¢

467 4"sq.pot 80¢

### ASSORTMENT

### No. 103

**NEW PRICE \$27**

6 Totem Pole Plants for \$30

(Each is a 24" specimen growing up a bark slab in a 7" clay pot.)



P. FLORIDII P. HASTATUM P. PERTUSUM